

Large CVB Revenues, Employment and Salaries

	Revenues				Salaries			
Organization	2019	2021	2021 vs 2019	Employs	CEO	CMO	CFO	PAO
Hawaii Visitors CB	\$ 34,732,000	\$ 27,417,000	-21.1%	61	\$ 429,642	\$ 264,473	not listed	
Visit Orlando	\$ 80,519,755	\$ 65,101,599	-19.1%	174	\$ 404,762	\$ 255,036	\$ 260,944	
Nashville CVB	\$ 25,987,000	\$ 32,585,000	25.4%	201	\$ 1,096,622	\$ 222,014	\$ 261,750	\$ 178,722
Fort Worth CVB	\$ 10,215,000	\$ 16,055,500	57.2%	73	\$ 366,191	\$ 209,197	\$ 180,932	
Visit Tampa Bay	\$ 16,851,000	\$ 20,737,000	23.1%	68	\$ 418,089	\$ 188,687	not listed	
Visit Denver	\$ 39,624,000	\$ 41,636,000	5.1%	69	\$ 640,806	\$ 230,978	\$ 290,277	
Greater Miami CVB	\$ 26,319,000	\$ 48,025,000	82.5%	63	\$ 494,668	\$ 344,521	\$ 321,076	
Destination DC	\$ 14,793,000	\$ 26,967,000	82.3%	138	\$ 414,123	\$ 198,882	\$ 191,352	
Los Angeles T&CB	\$ 43,112,000	\$ 43,005,000	-0.2%	61	\$ 725,611	\$ 317,805	\$ 198,427	
Discover the Palm Beaches	\$ 13,345,000	\$ 21,427,000	60.6%	57	\$ 245,780	\$ 202,693	\$ 50,727	
Average w/o Hawaii	\$ 30,085,084	\$ 35,059,900	16.5%	81	\$ 534,072	\$ 241,090	\$ 219,436	\$ 178,722

Source: Cause IQ